

Mature tourism economies need to regain competitiveness as a new source of growth. Active policies require a good understanding of the determinants of competitiveness. This measurement framework includes a short list of core and additional indicators to guide governments in their analysis of tourism competitiveness and to inform tourism policy development. This framework is to be considered by countries as a toolkit and a guide. Pilot testing of the indicators will drive the work forward.

The report was reviewed and approved by the OECD Tourism Committee on 10 April 2013.

le sommaire :

OVERVIEW

MEASURING COMPETITIVENESS IN TOURISM THE INDICATORS CORE INDICATORS

1. Tourism Direct Gross Domestic Product
2. Inbound tourism revenues per visitor by source market
3. Overnights in all types of accommodation
4. Exports of tourism services
5. Labour productivity in tourism services
6. Purchasing Power Parities (PPPs) and tourism prices
7. Country entry visa requirements
8. Natural resources and biodiversity
9. Cultural and creative resources
10. Visitor Satisfaction
11. National Tourism Action Plan

SUPPLEMENTARY INDICATORS

Market diversification and growth markets

Employment in tourism by age, education levels and type of contracts

Consumer price index for tourism

Air connectivity and inter-modality

Index

FUTURE DEVELOPMENT INDICATORS

Government budget appropriations for tourism

Company mortality rate

Use of e-tourism and other innovative services

Structure of tourism supply chains

AREAS FOR DEVELOPMENT

MOVING FORWARD : THE PILOT TESTING OF THE INDICATORS REFERENCES

[lire le rapport](#)

Consultez la source sur Veille info tourisme: [LOCDE publie les principes directeurs d'établissement d'indicateurs pour mesurer la compétitivité des destinations touristiques](#)
[Indicators for Measuring Competitiveness in Tourism](#)